

## The "Popular's" Men's Store

### The Home of Men's Good Clothes



Copyright Hart Schaffner &amp; Marx

**Underwear**  
Blood's ribbed, latch needle  
cotton shirts and drawers;  
medium weight. Special a  
garment 40c

**The Popular**  
DRY GOODS CO. INC.

Ask to See  
the New  
"No-Fade"  
Four Cuff  
Shirt

SO many young men in this country are convinced by experience that the surest way to be well dressed, to look and feel stylish without being conspicuous is to wear

**Hart Schaffner & Marx  
Rogers Peet and  
"Fitform"**

clothes, we're sometimes surprised that all of the young fellows don't feel the same way about it.

Young men are harder to please in matters of style than older men; and the fact that Hart Schaffner & Marx, Rogers Peet and "Fitform" designers are creators, not imitators, appeals to the snappy young fellows who want to have the right thing and know that it's the right thing.

We invite the young men to these clothes; they're the surest-satisfaction clothes you can have. See our suits at \$25 as an example of best style and fine quality. We have fine goods at \$18, \$20 and upward.

#### DIRECTORS TO DISCUSS TRADE EXCURSION PLANS

The directors of the chamber of commerce will hold a meeting tonight at 7:45, for the purpose of discussing plans for the trade excursion to New Mexico and Arizona to be held during November.

#### DECIDE YOURSELF

The opportunity is here, backed by El Paso testimony. Don't take our word for it. Don't depend on a stranger's statement. Read El Paso endorsement. Read the statements of El Paso citizens. And decide for yourself. Here is one case of it. John Carpenter, 501 N. Stanton St., El Paso, Tex., says: "I had pains in my back. The attacks were always worse when I got up quickly after sitting or made any sudden move. Sometimes the kidney secretions were scanty, then again profuse and they were filled with sediment. Doan's Kidney Pills did good work, relieving all these ailments. I have kept a supply on hand ever since. Whenever I have caught cold on my kidneys, a dose or two of this remedy has fixed me up all right. I publicly recommended Doan's Kidney Pills when I found out how good they were, and I have no reason to change my high opinion of them. I recommended them to anyone I know to be suffering from kidney complaint." For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States. Remember the name—Doan's—and take no other.—Advertisement.

#### TEXAN IS FINED ON SWINDLING CHARGE

Council Bluffs, Ia., Sept. 17.—Jos. E. Wright, of San Antonio, Tex., entered a plea of guilty in the United States district court here to the charge of swindling T. E. George of the same city, out of \$15,580 on a fake wrestling match, and was given a sentence of \$300 fine, which he paid.

Wright is the latest of the principals in the operations of J. C. Maybray and his assistants, whose swindling schemes with fake athletic events aggregated \$1,000,000, to be convicted.

#### JEALOUSY GETS BISBEE MAN INTO LOT OF TROUBLE

Bisbee, Ariz., Sept. 17.—Enraged because he believed another man had gained favor in the eyes of Eva Waters, a serving girl, Fred Keller, it is charged, burst into her room in her absence and emptied her trunks and bureau drawers of their contents upon the floor. Wm. Barr, attracted by the noise in the room, which is in a house he owns stepped in and demanded of Keller that he get out. Keller, it is alleged, responded by drawing an automatic pistol and beginning firing. One bullet grazed the left side of Barr, passing through his clothing, as he ran forward and grappled with the man whom he succeeded in disarming.

Kodakkers—To the amateur making the best kodak negative of elephants, camels or any of the wild animals in the circus parade, we will give a framed enlargement of the picture. Feldman's. (Advertisement.)

#### ALAMOGORDO FORMS NEW BUSINESS CLUB

Reorganization of the Commercial Club Effected and Temporary Officers Are Made Permanent.

Alamogordo, N. M., Sept. 17.—Alamogordo is to have a live commercial organization, one that is truly alive to the needs of this section and fully imbued with the boosting spirit. A partial organization was effected at the club rooms in the Southern hotel in a meeting headed by Col. W. R. Eldson, manager of the Alamogordo Improvement company, Chas. E. Mitchell, president of both local banks, and others. The name is to be the Commercial Club of Alamogordo, N. M. The meeting was attended by the following: W. R. Eldson, C. E. Mitchell, Guy Watt, G. Rosa, A. F. Menger, L. R. Hughes, Bob Woodworth, W. B. Murrell, J. H. McRae, Dr. J. G. Holmes, Guthrie Smith, O. L. Fribble, Geo. M. Turner, W. E. Warren, C. J. Wolfinger and B. R. Blankenship.

The meeting was called to order by Dr. J. G. Holmes, president of the original commercial organization of the city, and which became inactive several years ago. Bob Woodworth was chosen as temporary chairman. Guy Watt was elected temporary secretary. J. H. McRae, W. E. Warren and C. E. Mitchell were appointed as a committee on permanent organization. On their report the club selected the following officers: W. R. Eldson, president; B. R. Blankenship, vice president; E. E. Wayland, treasurer; Guy Watt, acting secretary.

For the proper administration of the affairs of the club for the present, the president announced the following standing committees: membership, A. F. Menger, J. G. Holmes, L. R. Hughes; house, J. H. McRae, W. E. Warren, F. C. Holland; finance, W. E. Warren, C. E. Mitchell, G. J. Wolfinger. Other standing committees will be added later as needed.

Wednesday of each week at eight p. m. was selected as the time of regular meetings. During the meeting a number of short talks were made, all indicating a marked extent the unanimity of purpose of the business men of the city and the citizenship generally. While the charter membership was purposely small, yet in a short time it is expected that practically every man in business or otherwise, who makes this community his home will be enrolled.

The first official act of the club was the endorsement of the movement by the National Tuberculosis society of Chicago to establish its first national home in this city. This was done by the appointment of a committee to submit the text of the resolution at the next meeting.

Owen Prather has sold about 25,000 pounds of wool to Finnegans & Brown, of El Paso. The wool was grown on the Prather ranches, north of this city. The Mexican population of the city observed Sept. 16 with the usual ceremonies. Their homes, the Prather ranches, were decorated for the occasion, and many wore the national colors.

#### FALL FESTIVAL WILL NOT BE HELD HERE IN OCTOBER

There is no further hope held out for a fall festival in El Paso this year. The amusement company which was to have put on a frontier show here, and which the chamber of commerce was endeavoring to secure, cannot show in El Paso until November. Therefore, the festival, planned for the latter part of October, has been dropped.

Oh You Kodakkers! Pictures of the different features of the circus parade are always interesting. Have Feldman develop and print your films.—Advertisement.



Come  
To El Paso  
Thursday, Sept. 18.

## "Circus Day"

And Make This "Homelike"  
Store Your Headquarters.

OUR COMPLIMENTS, VISITORS! We bid you welcome to El Paso on—Circus Day—and we invite you during your visit to make this "homelike" store your headquarters while in our city. We want you to indulge in every pleasure that might be afforded. We insist that you go and come as you please—see everything. After months of extensive planning we have arranged to make your visit interesting and profitable—a veritable carnival of values—of fashionable ready-to-wear apparel and accessories for the entire family. You will find the whole store very expectant of pleasing you—humbly busy, of course—but then you know that it is only the busy man who has time to do things well. The Department of Women's Apparel, the Young Women's Store, the Children's Store, the Store for Waists and Skirts—all are keyed up to give you what you want quickly and surely. Quick service in the Millinery Parlors, Glove Store, Neckwear Store, Jewelry Store, Shoe Store, Men's Store, Silk and Dress Goods Sections—everywhere. The organization that has the best service and highest ambitions should be able better than any other to give you all the benefits of the modern kind of storekeeping. AND JUST A REMINDER: Because of the large volume of purchases, the manufacturers' prices to the "Popular"—AND CONSEQUENTLY "POPULAR" PRICES TO YOU—are always a few dollars under the regular market. Welcome to El Paso Circus Day—and welcome to the "Popular's" various departments.

A Matchless Style Exhibit Awaits You

### In Our Third Floor Garment Sections

OUR aim is not at short lived fashions—fashions that early meet their Waterloo—but at those accepted by the woman of discernment; she who seeks smartness rather than notoriety; fashions that have been sifted out and boiled down until they are firmly established. Such do we present this week:

#### Newest Suit Ideas

Special \$10.00 to \$29.50

HERE may be seen suits of finished and unfinished serges, Bedford cord, Scotch weaves, Peau de peche, duvetyn and numerous other plain and fancy weaves; copies and adaptations of late French models, different from any you'll see about town and positively exclusive to the "Popular." Cutaway, Tuxedo and Norfolk effects; draped and plain skirts. Seven special lines priced at \$10, \$15, \$18.50, \$22.50, \$25, \$27.50 and \$29.50. (Third Floor.)

#### The New Silk Dresses

Special \$10 to \$25

IN former years we anxiously awaited the month of October or November for the Fall and Winter modes, whereas now the first of September sees the season's authentic styles. Dress materials are continually growing richer and handsomer in both texture and color. This season's modes are decidedly fuller; the silhouette betrays no curve at the waist or bust. The rich folds of the skirt are most artistically draped. The three-tiered and flounce effect has been accepted enthusiastically. The Medici collar is a factor of prime importance. Crepes de chine, Canton and Meteor crepes and moire are much favored fabrics, and satin surfaced goods are likewise strong. The color-range is broad and varied and black is especially favored. Six special lines at \$10, \$12.45, \$15, \$18.50, \$22.50 and \$25.00. (Third Floor.)

#### Hats of Highest Type

Two Specials at \$3.95 and \$5

WE are showing the most up-to-date and the most correct styles in Fall millinery. El Paso women have ever seen. Each model is different; there are no duplicates and each is an exact copy of a late French design. No woman can afford to buy her Fall hat before looking at the "Popular." The exhibit is well worth a special trip downtown. When you see the assortments, the variety of charming styles, and note the prices we have given them, you will pardon our enthusiasm on the subject of millinery. It is by far the most interesting collection of Autumn and Winter millinery we have ever presented—exclusive styles for little money. AT \$3.95 and \$5.00—We are featuring plushes, velvets, velours and satins, in all sizes and styles and shades, trimmed with the most elaborate of the fancy feathers, and trimmed smartly with just that French touch that you most admire. (Third Floor.)

#### Specials in Silks

36-INCH HEAVY ALL SILK MESSALINE—Comes in a full line of shades. This is a splendid value at \$1.00 and is used extensively for dresses, slips, petticoats and linings. Extra Special for one day, yard, 85c. BEAUTIFUL BROCADED 36-INCH BENGALINES—for suits, one-piece dresses, and combination coat dresses, in a beautiful range of new shades. This is a splendid heavy quality. Extra special. \$1.29. BLACK SILK SPECIAL FOR THURSDAY AND FRIDAY—\$1.00 value, yd. 79c.

#### Woolen Goods

NAVY BLUE SERGE SPECIALS—44-inch all wool storm serge, Special 55c. 54 inch all wool storm serge 69c. 54-inch all wool storm serge, sponged and shrunk, Special 95c. ALL WOOL CHALLIES—Beautiful all wool challies for children's school dresses, house dresses, street dresses, kimonos and dressing saques. 100 new designs to select from; all wool washable. 65c and 75c values; special, a yard 59c.

New Maline, Shadow Lace and Net Ruffling, a yard 25c to \$1.75.

#### New Utility Coats

Special \$7.50 to \$25

ENGLAND this season, as usual has supplied the smartest of coat styles. A complete assortment is now on display, each having the distinctive British hall mark. In the auto coats, street coats and traveling coats, the vogue of rough surfaced fabrics is very marked, and the various zibelines, loop yarn materials, chevots, wool plushes and wool velours, velour de laines, duvetyn, fine soft lambs' wool and many other positively novel loom effects are by far the best. In smartness of design and newness of coloring, these English garments eclipse anything in coats we have seen. We also carry a big assortment of "Sport" coats. Seven special lines at \$7.50, \$10.50, \$12.50, \$15, \$18.50, \$22.50 and \$25. (Third Floor.)

#### New Tailored Skirts

Special \$4.95 to \$10.50

"P" other models, showing the smartest effect brought out this year. Wide and flowing from the waist to the hips, with narrowing down to a "peg" in the front. New cord weaves, clan plaid, Shepherd checks, broche, wool bengalines, Tartan and Scotch plaid, black moire, wool ratine, broadcloth and serges. Three special lines at \$4.95, \$7.50 and \$10.50. (Third Floor.)

#### Silk Underskirts

Extra Special at \$1.55

NEW silk underskirts, in all of the latest Fall shades, including blue, tan, Russian green, wistaria, white, Indian red and yellow. Pleated flounces—all cut on the new lines to be worn with the newest Fall garments. Extra special value for Circus Day at \$1.55, and two other lines that are positively matchless values at \$2.95 and \$4.95. (Third Floor.)

#### Children's Department Aisle 3—Second Floor

CHILDREN'S SCHOOL DRESSES \$5.00—Attractive styles, made of pure wool serges, and beautiful wool challies in pretty color combinations; also solids in Burgundy, navy, Alice blue, and brown; embroidery and pearl button trimmed; high neck and full length sleeves. Sizes 6 to 14. Values that are well worth \$7.50. Offered Special Circus Day, \$5.00.

GIRLS' COATS—Are being featured strongly with us this season. Not only will you find here such beautiful materials as Boucle cloth and cut velvet made up into wraps for dress wear, but also pretty Kersey cloth, plush, chinchilla and corduroy coats for school wear, featured at \$3.95, \$5.00 and \$7.50.

#### Specials in Undermuslins

UNDERMUSLINS—Embroidery and lace trimmed and ribbon run muslin undergarments, gowns that are cut full and full length, corset covers and drawers, tucked and hemstitched skirts made of extra good quality muslin and crepe materials; "Popular" Special lines for Circus Day, 45c, 95c, \$1.45 and \$1.95.

#### Specials in Gloves and Neckwear

WOMEN'S GLOVES—Two-chaps kid gloves double rib stitched back; black, white, tan and grey. Special 75c. WOMEN'S GLOVES—16-Button length, chamotte gloves; natural color only; Special a pair 35c. NECKWEAR—Shadow lace and net fichas, jabots, chemisettes, Dutch and sailor collars, in the newest Fall styles. 25c and 50c.

**The Popular**  
DRY GOODS CO. INC.

### Beauty Is Only Paint Deep

when it comes to houses. When the paint wears off, the house is no longer beautiful. A house in need of paint is an eyesore to a community. In justice to your neighbors, as well as to your self-respect, you should keep your house well-painted and, in justice to yourself, you should see that Collier & Southern White Lead (Dutch Boy Painter Trade-Mark) and Pure Linseed Oil Paint is used on your building. You can secure the most beautiful as well as the most durable results with this paint. By adding colors-in-oil any tint and any shade can be obtained.

We sell these materials as well as all the other painting requisites.

Come in and have a talk with us, and see if we can't suggest a color scheme for your house that will appeal to your good taste.

**American Lumber and  
Investment Co.**

